

# REPORT

ON

# 1946

American Broadcasting Company

30 ROCKEFELLER PLAZA • NEW YORK 20, N. Y.

BOARDS

JANUARY, 1947

*mrt*  
653.4

*Am 352*

**STATEMENT BY  
EDWARD J. NOBLE**

**CHAIRMAN OF THE BOARD • American Broadcasting Company**

Just over the horizon looms 1947. It promises to be a year of decision. Mankind and its institutions will be on trial. Questions confused and fumbled during the past year demand more intelligent determination. Trends taken in the coming months may influence political, economic and social developments over the next generation.

This 1946 which opened with such high hopes produced many disappointments. The great expectations for a New Era of World Peace fell far short of fulfillment. While fighting had ceased in the former theatres of war, conflicts prevailed on many fronts. Nation bristled against nation, race against race, religion against religion, group against group. If One World is in the making, the formula needs a lot of improvement. In every activity of mankind it might work better if prejudice and selfishness were removed and good-will and fairness added.

A new call goes ringing throughout the world — a summons to service. Will it be heeded by political, business and organization leaders? Is the unity of purpose and cooperation of effort forged in the emergency of war to be lost as selfish individual and national goals obscure our vision of a better world order? No nation, no organization, no institution, no individual can dare assume that risk for civilization may be in the balance.

Each of us has a personal responsibility but in this report we speak as part of a great industry. How has radio met its obligation and measured up to its opportunity in 1946? Do its people see visions and dream dreams of a better way of life throughout the world and work toward it? Has it been just a corporate business or a national asset? Are you and I and that oft-named man in the street better citizens because of radio — or not?

I am happy to be able to make a good report — proud that so much has been done and grateful that still greater opportunities lie ahead. Radio well lived up to the high standards of duty and performance that it developed during the war years. It pushed ahead with its great objective and endeavor — that an informed people is sound and safe, and radio will make Americans the best informed people on earth. Its voluntary contributions of time and effort in this first year of peace totalled well up to its patriotically stimulated performance during the war. The American Broadcasting Company has further broadened its concept of public service. Every phase of programming has been tested for its contribution to the good and well-being of all our people. As a result, we have gained circulation and listener acceptance, both quan-

tity and quality. Whether it be news, analysis, music, drama, sports, discussion or just entertainment, your dial brought it in at ABC.

We have tried to have our network add at least its share to the knowledge and practice of the radio art. If we have succeeded in affording our audience new insight into the problems which beset the world, in increasing the general enjoyment of their leisure hours, and in helping plan for new achievements during the years to come, these twelve months will have justified our hopes and will have served our country well.

---

## **STATEMENT BY MARK WOODS**

**PRESIDENT • American Broadcasting Company**

**IT IS** gratifying to see that this post-war year, which has been fraught with uncertainty and hesitation, gave the American Broadcasting Company the continued loyalty of advertisers who have been with us for years and those which have joined our ranks as their means of spurring on the commercial recovery of the nation. We have made progress only because of the support of our employees and of our independent affiliated stations.

A year ago, I spoke of our plans of expansion with Television, Research, and Sales, and as 1946 ends I am pleased to report that those plans have enjoyed fruition during the year.

During 1946 our stations have grown in number and stature. Today the American Broadcasting Company reaches into more than twenty-nine million American homes. This is an important measurement of effective broadcasting service to this great country.

Most Americans view the coming year with mixed feelings. There will be a new majority in Congress and an incompleting program before the United Nations, and domestic problems which will require great statesmanship of our leaders and fortitude of our fellow citizens. Radio has its special responsibility to the people in each of these areas, and it is the pledge of the American Broadcasting Company to do its part toward making 1947 a better year.

The stars were on the move in 1946.

*Bing Crosby* moved into the ABC firmament with the Philco Corporation sponsoring his new program. *Henry Morgan* joined the orbit with a new network program under the banner of Eversharp-Schick and has already begun to take honors in the popularity polls for his satirical ways.

Dashiell Hammett's "The Fat Man" and William Gargan starring in "I Deal in Crime"—the former, one of the most popular programs being offered to advertisers, and the latter now sponsored by the Hastings Manufacturing Company—added mystery to the ABC airwaves.

Two favorites returned to our microphones this season: the immortal Sherlock Holmes under the guidance of Kreml, and Lewis-Howe's "Pot o' Gold" which places the end of the rainbow in a new home each week. Paul Whiteman, ABC's Director of Music, heads the brilliant Sunday night "Forever Tops." Other musical pages contain the distinguished Boston Symphony Orchestra and its conductor, Dr. Serge Koussevitzky, now to be sponsored by its Boston neighbor, the John Hancock Mutual Life Insurance Company, and the Detroit Symphony Orchestra, conducted by Karl Krueger, shortly to broadcast under the sponsorship of *Musical Digest Magazine*.

## Forward March

This is our annual glance in the looking glass to see how ABC appears after another year of growth. The mirror reflects a gross revenue figure for the network of more than 40-million dollars, which compares most favorably with ABC's first year of independent operation, 1942, when the comparable figure was \$15,782,000.

This year's revenue came from 105 different sponsors, and was placed through 89 different advertising agencies. It includes many of the great corporations in the United States.

Today, the American Broadcasting Company leads all other networks in volume of food advertising according to the Publishers Information Bureau. It is also the top network for the top ten food advertisers of the country. This is ABC's number one classification.

## Sun in the Morning . . .

One of the outstanding commercial achievements of the year is the S.R.O. sign which now hangs on ABC's Morning Schedule. Everything from 9:00 A.M. to 12:30 P.M. is sponsored, and all of the advertisers but one use the full ABC coast-to-coast network.

The popular programming which fills the morning schedule has enjoyed, during 1946, a 33.3% share of the radio audience (Hooperating) between 9:00 A.M. and 12:00 Noon. Compared with January 1943, this represents a 60% increase in ABC's share of audience during the morning. It also means that, since October 1943, ABC has been first among all networks in the average morning rating, and that it has the highest Hooperated morning program on the air.

## . . . Stars at Night

At night, Mondays, Wednesdays, Fridays, Saturdays, and Sundays have been in heavy commercial demand, with the development of new, star-studded features. Tuesdays will soon contain a full hour for John Hancock Mutual Life Insurance Company with the Boston Symphony Orchestra, in addition to the Miles Laboratories program.

Thursdays lead off with Amoco's "Professor Quiz," Miles Laboratories' "Lum n' Abner," the Christian Science Publishing Society's "The Christian Science Monitor Views the News," the famous "America's Town Meeting of the Air," Sammy Kaye's "So You Want to Lead a Band," and the "World Security Workshop" series, which is dedicated to a just and lasting peace.

## Audience Peaks

This year brought the highest Hooperating ever achieved on any network—the 67.8 rating for the Louis-Conn heavyweight championship

fight. This was also the highest share of audience in any network's history—95.1.

Bing Crosby, when he began his new ABC series this fall, hit a 24.0 Hooperating, which thereafter receded briefly and has since been climbing steadily back toward its initial audience.

Another sensation was created by ABC's exclusive production of "Hiroshima," by John Hersey, a sustaining program which nevertheless placed 9th among the top 10 programs—commercial and sustaining—heard in New York on Monday, September 9th (Pulse, Inc.).

## Reasons Why

ABC's planned expansion across the country during 1946 results in the fact that it now has more stations located in the 300 major markets of the country than any other network. According to Broadcast Measurement Bureau figures, its signal is vastly improved so that the network can now reach, in the daytime, 29,321,000 U. S. radio families; and at night, it can reach 26,177,000 U. S. radio families. This is also a reflection of station improvements made during the year as a result of the availability of new equipment and the consequent lifting of the war-time bans on materials and construction for civilian use.

## Greatest Show on Earth

Since American radio is probably entitled to honors as the greatest show on earth, it is worth-while to review the programs of 1946 on ABC. We have spoken earlier of some of the leading commercial features led by "Der Bingle." But new blood was pumped into the network's sustaining schedule during the year with the addition of a number of original features.

"Willie Piper," a wholesome story of small town life, has won the acclaim of professional critics. Henry Morgan, of course, after developing a recognizably original style of humor in his nightly programs for WJZ, New York City, was surrounded by the handsome trappings of a full-size network performance, and made his coast-to-coast bow in September. Scarcely a month later "The Henry Morgan Show" was paying its own way for Eversharp-Schick Injector Razors; and more important, Morgan was leading the way to a new style of comedy.

"The Clock," heard on Sunday evenings, is a new dramatic series portraying the behavior of individuals in the face of their belief in destiny. Mystery drama was extended with Dashiell Hammett's latest character, "The Fat Man," who came to the air waves along with William Gargan who stars in "I Deal in Crime." The Hammett series attained a Hooperating of 9.0 during the latter part of this year.

The Program Department of ABC launched the unusual psychological drama, "Dark Venture," which represents an experiment in radio production. Clues are provided by such human emotions as greed, envy and fear. Despite its novelty, "Dark Venture," reached the significant sustaining rating of 7.5 during the Fall.

Paul Whiteman, on Sunday evenings, continues to discover and encourage talented young artists whom he presents as his guests each week in "The Paul Whiteman Show."

As never before in its history, ABC is broadcasting ever greater helpings of popular entertainment in the comedy and musical fields.

## Front Page

The year 1946 continued to see world-shaking events occur, and ABC covered these happenings through daily newscasts and commentaries by its staff of commentators, by its correspondents in all parts of the world, and through actual on-the-spot reports.

Among the important news events which ABC covered were included the Atom Bomb Bikini tests, the Paris Peace Conference, the United Nations Security Council and General Assembly meetings, the elevation of 32 Cardinals by Pope Pius XII, and the National Congressional campaign ending with Election coverage.

Exclusive ABC special events broadcasts included the fiery address of Harold L. Ickes on the evening of his resignation as Secretary of the Interior over the nomination of Edward Pauley to the post of Under Secretary of the Navy. Pope Pius XII addressed listeners in our country through the exclusive ABC facilities to commemorate the American Jesuit martyrs. The Foreign Press Association Dinner, held at the Waldorf-Astoria Hotel, featured Secretary Byrnes, Foreign Minister Bevin, and Foreign Minister Molotov in important addresses regarding international policy.

Two unusual features were the program "Seeing Stars" in which the falling meteors were described by eyewitnesses from such varying

locations as the Harvard Observatory and a 42nd Street "nickle telescope." The First National Pig Swim Derby was described over ABC from Kirkland, Washington. At the finish of the race, the Seattle Police Barbershop Quartette serenaded the winner.

A series of programs entitled "To Live In Peace" was instituted in conjunction with the opening of the United Nations Security Council, to report in graphic style the week-by-week events in the Security Council, the General Assembly, and the Paris Peace Conference, as well as other conferences held throughout the world in the name of peace. Another series, "Question for America," posed an important and newsworthy question each week so that listeners might have an opportunity to tell the audience how they would answer the question for America.

Appearing in other ABC programs were the great names of our time: President Harry S. Truman, former Prime Minister Winston Churchill, General of the Army Dwight D. Eisenhower, Albert Einstein, Herbert Hoover, Philip Murray, William Green, and many another prominent personality.

ABC's list of commentators grew during 1946 to include Elmer Davis and F. H. LaGuardia among such popular commentators as Walter Winchell, Raymond Swing, Drew Pearson, Earl Godwin, Baukhage, Ted Malone, and George Hicks.

## Spectator Sports

The listening audience, lolling in its easy chair before the radio, has tuned in consistently to ABC for many of the biggest events in the sports world. The regular Friday evening prize fights from Madison Square Garden had as their features the heavyweight championship bouts of Joe Louis vs. Billy Conn and Joe Lewis vs. Tami Mauriello and the championship welterweight match between Tony Zale and Rocky Graziano. These were the three top-flight bouts of the year.

ABC also broadcast the 1946 Open Golf Tournament in June and the Amateur Golf Tournament in September, the two leading golf championships of the year. In addition, there were horse races, track and field meets and the famous Sugar Bowl football game.

For the first time in its history, ABC carried eight straight football games of the United States Military Academy which starred All-Americans Blanchard and Davis.

Harry Wismer, ace sports director for the network, again was awarded the prize by "The Sporting News" as the best sports announcer of the year.

## Sharps and Flats

The brilliant Metropolitan Opera broadcasts, resumed during November as an exclusive feature of the American Broadcasting Company, again were sponsored by the Texas Company. It has been mentioned earlier in these pages that the Boston Symphony Orchestra under Serge Koussevitzky is once more in the schedule, but has moved to Tuesday evenings. Shortly after the first of the year the Boston concerts will be sponsored by the John Hancock Mutual Life Insurance Company, and the Detroit Symphony Orchestra will broadcast for "Musical Digest."

ABC has established the tradition of encouraging new compositions, new artists and new conductors; and in this tradition, at the National Composers' Conference, the network during 1946 awarded prizes which Dr. Roy Harris presented preceding the world premieres of the new scores.

During the summer the network's own symphony orchestra played under guest conductors who included Antal Dorati, one of the rising stars among orchestra conductors. Alfred Wallenstein and the Los Angeles Philharmonic Orchestra played Children's Concerts on Saturday mornings during a part of the year. The regular season of the Boston Symphony brought as guest conductors Paul Paray and Sir Adrian Boult. During the season tribute was paid to Jan Sibellius, and the controversial Night Symphony by Dmitri Schostakovich had its radio premiere on this network.

## The Holly and the Ivy

For the season of the yulelog and the Christmas tree, ABC has mixed its traditional offerings with some new features which began ten days before Christmas.

Starting December 15th, "The Children's Christmas Time," a daily series of programs announced by youngsters and dedicated to them, featuring well known choral groups from north, east, south, and west including boys' choirs, women's chorals, negro singers, and college glee

clubs, was heard each afternoon just preceding the popular children's dramatic programs.

Paul Whiteman's "ABC Christmas Party" held on Christmas Eve brought together some of the best entertainers in radio, most of whom are heard on their own programs over the American Broadcasting Company. The two-hour party sprinkled with comedy, drama, and the wonderful arrangements of Paul Whiteman included Bing Crosby, Walter Winchell, Lum n' Abner, Kenny Baker, Henry Morgan, Leo Durocher, Don McNeil of Breakfast Club fame exchanging words with Tom Breneman of Breakfast in Hollywood fame, and the "Fat Man." The Theatre Guild presented an appropriate dramatic bit, and Patrice Munsel represented the Metropolitan Opera's contribution to the entertainment.

The party was preceded by a serious drama celebrating the Christmas spirit, "The Miracle of A Bum"—the second Christmas in succession that ABC has presented this program, written by Ben Hecht for ABC. This year the two characters, the only voices in the drama, were played by Ben Hecht and Alfred Hitchcock.

Just preceding midnight of Christmas Eve, a simple, orchestral musical program of Christmas airs ushered in the day of days.

Church services were presented on Christmas Eve starting at midnight. The Cathedral of St. John the Divine's midnight service in New York was followed by Midnight Mass from the historic St. Louis Cathedral in New Orleans.

On Christmas Day, Americans in foreign posts in Tokyo, Paris, London, Rome, Buenos Aires, and the South Pole were interviewed on Christmas festivities in foreign spots.

## The Build-up

ABC's advertising activities during 1946 have been marked by a consistent campaign which used full pages in the *Saturday Evening Post* and *The New Yorker* magazine to accomplish a three-fold purpose; to attract larger audiences to the programs; to attract advertisers and their agencies to the improvements in the facilities, programs and services of the network; and to set the promotional pace for affiliated stations as an encouragement to intensify local advertising.

The Starch surveys reveal that these ABC advertisements have won tremendous readership, having averaged eighth among the advertisements carried in the *Saturday Evening Post*.

# More Build-up

In the field of Audience Promotion, 1946 has seen an expansion of the plans promulgated during 1945. Certainly, the most ambitious undertaking was the "Bingsday" promotion, which saluted the arrival of Bing Crosby on ABC. Another promotion high-light of the year was the "1000 Prize Contest for Children's Shows," which demonstrated the value of joint audience promotion by several advertisers working through the network.

During the year ABC distributed upwards of seventy major promotion kits to each of the stations of the network, in addition to special material for the periodic "block promotion drives." During the Autumn results were announced in ABC's annual promotion contest among its stations, which is conducted by advertisers and advertising agencies using this network. Twelve stations, distributed among cities in four population groups, were the winners.

## Affiliated Stations

An important share of ABC's progress during 1946 may be credited to the expansion and improvement of the stations on the network. No sooner had the wartime "freeze" order been lifted than affiliated stations undertook to better their own positions. Concurrently, ABC grew from 198 stations to a present total of 238 stations, with a number of markets to be added during the early weeks of 1947.

In the meantime, the following thirteen stations are now operating with greatly increased coverage due to improvements in power and frequencies which have been completed during the year 1946:

<u>City &amp; State</u>	<u>Metropolitan Market Number</u>	<u>Call Letters</u>	<u>Change</u>	<u>Date</u>
Boston, Mass.	5	WCOP	From 500 w to 5000 w daytime	5-28-46
Boston, Mass.	5	WCOP	From 500, 5,000 w to 5,000 w full time	6-19-46
Providence, R. I.	18	WFCI	From 1,000 to 5,000 w	6-6-46
San Antonio, Texas	50	KABC	From 250 w-1450 kc to 10,000, 50,000 w-680 kc	5-7-46
Wichita, Kansas	86	KFBI	From 1,000, 5,000 w to 1,005, 10,000 w	7-15-46
Huntington-Ashland, W. Va.	92	WSAZ	From 1,000 w to 1,000, 5,000 w	9-29-46

<u>City &amp; State</u>	<u>Metropolitan Market Number</u>	<u>Call Letters</u>	<u>Change</u>	<u>Date</u>
Waco, Texas	147	WACO	From 250 w-1450 kc to 1,000 w-1460 kc	10-23-46
Monroe, La.	212	KMLB	From 250 w to 1,000, 5,000 w	6-17-46
Johnson City, Tenn.	285	WJHL	From 1,000 w to 1,000, 5,000 w	10-1-46
Saranac Lake, N. Y.	-	WNBZ	From 100 w day-1320 kc to 250 w-full time-1450 kc	12-31-46
Big Spring, Texas	-	KBST	From 100 w to 250 w	4-6-46
Augusta, Ga.	142	WGAC	From 250 w-1240 kc to 1,000, 5,000 w-580 kc	12-1-46
Washington, N. C.	-	WRRF	From 1,000 w day only to 5,000 w day only	12-10-46

Eighteen additional stations have such improvements under construction. These are as follows:

Philadelphia, Pa.	4	WFIL	From 1,000 w to 5,000 w	
San Francisco-Oakland	7	KGO	From 7,500 w to 50,000 w	
Kansas City, Mo.	17	KCMO	From 5,000 w-1480 kc to 10,000, 50,000 w-810 kc	
Portland, Oregon	22	KEX	From 5,000 to 50,000 w	
Springfield-Holyoke, Mass.	32	WSPR	From 500, 1,000 w to 1,000 w	
Youngstown, Ohio	36	WFMJ	From 250 w-1450 kc to 5,000 w-1390 kc	
Memphis, Tenn.	37	WMPS	From 500, 1,000 w-1460 kc to 5,000, 10,000 w-680 kc	
New Haven, Conn.	39	WELI	From 500, 1,000 w to 1,000 w full time	
Lowell-Lawrence, Mass.	45	WLAW	From 5,000 w to 50,000 w	
Jacksonville, Fla.	66	WPDQ	From 1270 kc to 600 kc	
Chattanooga, Tenn.	76	WDEF	From 250 w-1400 kc to 1,000, 5,000 w-1370 kc	
Charlotte, N. C.	99	WAYS	From 1,000 w to 1,000, 5,000 w	
Jackson, Miss.	130	WSLI	From 250 w-1450 kc to 5,000 w-930 kc	
Bellingham, Wash.	229	KVOS	From 250 w to 1,000 w	
San Angelo, Texas	232	KGKL	From 250 w-1400 kc to 100, 5,000 w-960 kc	
Lawton, Oklahoma	-	KSWO	From 250 w-1150 kc daytime to 1,000 w-1380 kc full time	
Lansing, Michigan	-	WJIM	(1,000 w full time on 550 kc)	
Syracuse, New York	-	WAGE	Going to 5 kw full time on 620 kc	

## WJZ and Greater New York

WJZ celebrated its Silver Anniversary this year by bringing a number of new program ideas and personalities to the air.

"New York's First Station" made a gift to the entire fun-loving population of America when its star comedian, Henry Morgan, moved from the nightly spot over the New York flagship of ABC to the weekly half hour Henry Morgan Show which is now broadcast from coast to coast. Two other local programs have been extended to the network; "Tell Me Doctor," which advises the audience on day-to-day medical problems, and "Elizabeth Woodward's Teen-Age Time," dealing with the problems and pleasures of being an adolescent.

When Don McNeill's "Breakfast Club" visited New York during the year, WJZ indulged in one of its major promotions and filled Madison Square Garden with thousands of ticket-requests left over, simply by making three announcements on the air.

The Station's agricultural activities have brought well-earned recognition to the Farm News Department which was inaugurated during 1946. Each morning Phil Alampi, who carries a Phi Beta Kappa key from Rutgers University, exchanges information with the 185,000 farm families throughout the WJZ area.

Ray Knight, who conducts "Good Morning, it's Knight," held a "Name the Rooster" contest on his early morning WJZ program and received 32,000 entries. The winning name, in the event that you are trying to decide one for barnyard use, is "Old Fuss and Feathers."

A comprehensive study of retail advertising problems has resulted in bringing more retail accounts to WJZ than are carried by all other major New York stations combined. This effort is supplemented by the printed magazine "SELL" which is distributed by the WJZ Merchandising Department to more than 6,000 wholesale and retail druggists and grocers in the WJZ area, and discusses offers, packaging problems, new programs and other means of helping the retailer sell his goods.

The sixteen local participating programs on the Station endeavored to meet every possible listening interest from sports (Joe Hasel) to beauty culture (WJZ-Powers' Charm School of the Air).

## WXYZ - Detroit

The American Broadcasting Company purchased WXYZ during 1946 and thus brought to five the total number of stations owned and operated by ABC.

WXYZ was founded in 1930, and has enjoyed a long tradition of popular service programming. During the course of 1946 the Station covered, as a public service, the Automotive Golden Jubilee, which was climaxed by the presentation of the voices of the automobile pioneers, recorded on wire, to the officials of the Automobile Manufacturers' Association, so that these voices might be broadcast a century hence. The School Music Hour, oldest school program in Detroit, entered its ninth consecutive year; while "Sandlotters," the oldest sustaining Public Service Program on the Station, entered its fifteenth consecutive year.

Among the other Public Service features heard on the Station are "Quizdom," done in cooperation with the Detroit schools, and the Detroit Free Press, "Red Feather Roll Call," a series presented for the Community Chest Drive, and "Town Talk," which is a discussion program of interest to all listeners in the area.

## KGO - San Francisco

Nob Hill and its environs have witnessed an exciting change in the activities of Station KGO. 1946 has been a year of progress—an extensive preparation has been undertaken for KGO's increase to 50,000 watts in 1947.

Under its new management KGO built more than thirty new local and network programs during the year. It was the origination point of three commercial programs which were fed to the ABC Pacific Network, in addition to one sustaining feature sent to the Coast listeners.

The Public Service feature, "Are These Our Children?" is KGO's offering to the entire transcontinental ABC network as a national attempt to grapple with the complex problems of juvenile delinquency. In addition, twenty new live programs have been produced for sale and seven of these are already sponsored on the Station.

The KGO production of "You Can't Print That," winning script in the San Francisco Press Club's high school scholarship contest, won special acclaim in the School Broadcast Conference held in Chicago during the Fall.

Topping the list of innovations in the Station's news headquarters was the inauguration of "Bay Area News," San Francisco's first attempt at exclusive regional coverage of news events in and around the Bay area. The Station has a staff of correspondents covering complete, up-

to-the-minute news in the region. The program is the only news feature of its kind in San Francisco.

Another 1946 development was the establishment of a Public Service news feature, "Report to the People," originating for the most part in ABC's San Francisco studios. Each Sunday night prominent persons deemed most qualified to discuss topics of outstanding interest to West Coast listeners are brought to KGO's microphones. Governor Earl Warren is presented on the first Sunday of each month from the State Capitol in Sacramento in an executive report on the affairs of California. KGO's news staff is in charge of the program.

The famous Alcatraz prison break during May found ABC first on the scene and on the air with eye-witness descriptions. During the two-day siege of a prison cell block KGO newsmen broadcast to the network twenty-two on-the-scene reports, for a total of three hours of air time.

The historic "Operation Cross Roads" story rated sixty-eight separate network programs from the Pacific for a total of nearly eight hours of broadcast time. The second Bikini test was covered for the nation by KGO's newsmen in thirty-one on-the-scene reports from the Pacific testing grounds, a total of two-and-one-half hours on the air.

Sales at KGO spurted during 1946 with twenty-two new program accounts. KGO fed to the ABC-Pacific Network the Safeway Stores series of five one-quarter hours per week and the Gallenkamp's Stores' programs of one-half hour per week. For the transcontinental ABC network KGO has originated an evening half-hour program sponsored by the Wine Growers Guild.

Largest new local and spot sales included Lucky Stores, Inc., (five half-hours per week), United Rexall Drug Company (ten quarter-hours per week), Pacific Telephone and Telegraph Company (five weekly quarter-hours) and California Hospital Association (five weekly quarter-hours).

## WENR - Chicago

Although WENR shares time with another Chicago station, it has packed its schedule with more important program vehicles than ever before. Among the newest commercial programs on the Station are "Bob Elson on the Flagship" (Krank's Shave Kreem), which features arrivals and departures of celebrities travelling by air; "Newsweek News" for the

national magazine of that name; and "Love Letters" for the Holeproof Hosiery Company.

WENR has increased advertising activities to include highway billboards placed prominently along the entrances to Chicago, subway posters, newspaper advertisements and window displays, all of which feature the programs and artists heard on the Station.

## KECA - Los Angeles

Station KECA is proud of its ability to cause an improvement in both the commercial and sustaining programs heard through its microphones. An average of 325 programs per month has been produced during the year, ranging from five-minute news features to a full hour program. Indicative of the strides which KECA has been making is the record hung up in a Hooper Report for Los Angeles in 1946, in which two of KECA's local half-hour programs gained a higher rating than any week-day network program between six and nine-thirty P.M.

Public Service features on the Los Angeles station included seven programs scheduled in the best evening time. The Institute for Education by Radio, held at Ohio State University during May, presented awards to two of KECA's programs—"Jobs for G.I.'s" and "One Way Street." Only one other station in the country matched this record.

"Fool's Money" was a series which served warning on listeners to "investigate before investing." It was broadcast in cooperation with the Los Angeles Police Department, and advised listeners to retain their Savings Bonds as the best investment in America. To keep children off the streets during summer vacation KECA broadcast "Playground Fund," and in cooperation with the Parent-Teachers' Association and the County Medical Department, "Prevention Preferred" was produced to promote healthful home conditions.

KECA cooperated with the Atwater Kent Foundation in promoting and broadcasting the final winners in the 1946 auditions.

In Los Angeles the KECA broadcast of the ABC-Exclusive Louis-Conn fight on June 19th, won a 70.1 Hooperating.

If you were to drive through greater Los Angeles you would confront many a billboard in the KECA Star-Endorsement campaign which began in February. Beneath the jumbo photographs appear the names

of such Hollywood stars as Ginger Rogers, Tyrone Power, Paulette Goddard, Betty Hutton, Loretta Young and Gene Tierney, with their personal endorsements of KECA-ABC for radio listening.

The result of all this effort has been that the Hooper Evening Index increased 26.3% during the first nine months of 1946; while August and September were 38.2% higher than January and February.

## In the Public Interest

The Public Service Department during 1946 has engaged actively in the production of programs dedicated to the public interest, the dissemination of information, and liason work between ABC and educational, social, cultural, scientific, and professional organizations throughout the country.

Among the programs produced and supervised by the department during the year was the radio adaptation and production of John Hersey's story "Hiroshima," which was broadcast in 4 consecutive half-hour installments during September, after all other program commitments—both sustaining and commercial — were dropped for the purpose of bringing this report to the audience.

The "World Security Workshop" was conceived to promote thinking on the subject of international understanding and a just peace, and was presented jointly by ABC and Americans United for World Government, Inc. This series of 13 prize winning radio plays included scripts submitted by amateur and professional writers throughout the country. The Board of Judges for the series includes Clifton Fadiman, author and literary critic, and Cass Canfield, Chairman of the Board of Harper Brothers. The series covers many original approaches to the problem of world understanding.

"We the Guilty" and "Are These Our Children?" have undertaken to lay the problem of juvenile delinquency before the American public on the premise that it is the adult population—individually and collectively— which is properly responsible for juvenile delinquency in this country. The former series was fashioned as a roundtable featuring leading authorities in the field, and it was presented jointly by ABC and seven national youth agencies—Boy Scouts of America, Girl Scouts, YMCA, YWCA, Campfire Girls, Jewish Welfare Board, and Boys Clubs of America, Inc. The latter series is a weekly half-hour dramatization of case histories from the files of juvenile delinquency courts and is the spiritual outgrowth of "We the Guilty."

"The Next Hundred Years" was a series of 4 half-hour programs commemorating the Bicentennial Year of Princeton University. With Dr. Houston Peterson as moderator, "The Next Hundred Years" presented celebrities of many nations—scholars, publicists, scientists, and government leaders — discussing such problems as Nuclear Fission, Religion and Democracy, and Cancer.

"Shame of the People" was conceived for the eve of the national election. The domestic issues of the campaign were reviewed by spokesmen for each of the major parties, and the nation was called to vote on Election Day as a means of preserving democracy at home.

"American Farmer," ABC's Saturday morning agricultural program, began in 1946 and traveled to nearly a hundred farm areas in the country for special features of interest to our rural population.

A number of single programs were presented, such as "Unhappy Birthday," on the first anniversary of the use of an atomic bomb as a weapon of war. "The Star Spangled Way," done in cooperation with the United Jewish Appeal, was a variety program featuring stars of Hollywood and Broadway. An all-star variety program presented with the United Negro College Fund brought to the microphones a galaxy of leading Negro entertainers in one of the unusual programs of the year. "Newsreel for Thanksgiving" was presented in November in cooperation with the National Council of Christians and Jews as a plea for racial and religious tolerance.

In addition, America's Town Meeting entered its 12th year of serving the nation with leading personalities discussing current issues of the day.

The Boston Symphony Orchestra under Dr. Serge Koussevitzky and the Metropolitan Opera broadcasts were leading events in the 1946 music season of the American Broadcasting Company. They have been discussed elsewhere in the report.

Religious programs for each of the three major faiths, together with non-sectarian inspirational presentations, brought to ABC's microphones such leading figures as Rev. Dr. Harry Emerson Fosdick, Bishop G. Bromley Oxnam, Bernard Cardinal Griffin, Rt. Rev. Angus Dun, Rabbi Joshua Liebman, and Rabbi Jonah B. Wise.

"Warriors of Peace" was begun in 1946 as a dramatized series revealing the United States Army's contributions to scientific research in peacetime.

# Cooperative Venture

Recent reports show an all time high for the year in the sponsorship of Cooperative programs, now well over the 500 mark in sponsors throughout the country.

ABC currently is sending out to stations 12 programs for Cooperative sponsorship. In commentators they include Baukhage, Martin Agronsky, Walter Kiernan, and Elmer Davis. Another news feature program which enjoys heavy sponsorship is "Headline Edition." Under sports Harry Wismer takes the spotlight. There are two children's serials, "Tennessee Jed" and "Dick Tracy;" while for straight entertainment "Ethel and Albert," "The Powers Charm School," and the Cliff Edwards show give balance to the program offerings.

Now that these programs have had an opportunity to solidify themselves as Cooperative features and to secure growing acceptance from local sponsors throughout the country, the Program Department of ABC currently is auditioning several other "Co-op" programs to start on a staggered basis beginning in 1947.

# Frequency Modulation

With the lifting of controls on equipment, ABC has moved ahead in plans for the Frequency Modulation stations which are to be a part of the network's radio activities.

ABC's General Engineering Department has been engaged in studies and investigations of the various types of transmitters, antennas, and other appertenances required in the FM operation. Information thus obtained has been used not only by the network but also by stations affiliated with ABC. A new issue of each of these reports will be distributed to affiliated stations at the turn of the year.

But specific plans have also been made for the several FM stations which ABC proposes to build in New York, Chicago, Detroit, Los Angeles, and San Francisco. Thus, during 1946, thorough consideration was given to various sites in each locality and an engineering study was completed with respect to the availability of facilities such as power lines, telephone lines, water, roads, and other pertinent details. Preliminary

plans have now been drawn, and orders have been placed with several manufacturers for FM transmitters, antennas, monitors, and test equipment.

## We Stop the Clocks

Like Joshua, ABC commanded the sun to stop, so that our audience would not have to undergo a complete change of listening habits upon the entrance and exit of Daylight Saving Time each year. Confusion had always been taken for granted. Then, in 1946, clutching Time by the forelock, ABC announced its highly complex plan of broadcasts during the summer.

The problem which faced us was to find a means of giving all listeners their regular programs at the hour—on their own clocks—when they were used to hearing them. But some cities changed times while others did not.

ABC's solution: rearrange existing long lines, add some new lines, increase the staffs of engineers and announcers in Chicago and Hollywood and use these points to record programs and play them back to "slow time cities" an hour later. The entire cost of the operation was paid for by the stations and the network. Mechanically, the plan worked perfectly: there were no errors in this entire undertaking during the 5 summer months; yet 1,848 hours of continuous recording in Chicago alone resulted in the loss of only 5 minutes—and that was due to a power failure.

## Eyes of Radio

The past year has been one of accelerated progress for ABC Television, principally in its endeavors to build this new medium into:

1. An effective vehicle of public service
2. To solicit the interest and cooperation of a wide variety of industrial organizations so that video's commercial possibilities may eventually be realized

From the standpoint of volume, our telecasting activity during 1946 dwarfs our 1945 schedule, and quality has kept pace with quantity. Whereas five hours weekly would have been considered a full schedule

in 1945, this year draws to its close with an average of ten to twelve hours of ABC television shows on the air each week, exclusive of film telecasts from time to time.

Gigantic strides towards maturity were taken during 1946. In programming, ABC was able to establish the practicability of its original plan to convert adaptable radio entertainment to the needs of video. In its coverage of special events, ABC Television was not constricted by sectional lines. Instead, trained cameramen were sent to various parts of the country to cover newsworthy events, either live or by film recordings.

These projects included complete coverage of the Automotive Golden Jubilee in Detroit, the Tam O'Shanter Golf Tournament in Chicago, the Minneapolis Aquatennial, the featured race at Saratoga, New York, and the National Air Races in Cleveland. In addition, ABC Television covered the meetings of the United Nations Security Council in New York, telecasting this epochal event from five different origination points.

As the year 1946 began, ABC had access to three outlets, New York, Schenectady and Philadelphia. Early in the year, however, this number was expanded to five, with the use of the A.T.&T. line to Washington, and an arrangement with WBKB, Chicago, for the use of that outlet in the nation's second largest metropolis.

The addition of Chicago as an outlet is largely responsible for the increased volume of programming. Regular boxing and wrestling matches have been broadcast from Chicago's Rainbow Arena, together with hockey telecasts and various special event features such as the annual American Legion Parade. From Chicago ABC also originated the program, "Stump the Authors," as a video attraction. The scope of our programming from WPTZ, Philadelphia, has also been widened, with sports and dramatic presentations predominating.

1946 saw the crystallization of ABC's commercial policy, based on the network's determination to acquaint American industry with the potentialities of television, and to demonstrate that fantastic costs are an illusion rather than a reality in the use of video as an advertising medium. The accent on service and economy was amply illustrated in the highly successful series conducted for the Chevrolet Division of General Motors, for the U. S. Rubber Company in many instances, and later for industrial interests of equal stature.

While the retail merchant had heretofore attracted little attention, ABC, during 1946, spared no effort to prove that television is an inval-

able asset to those who depend upon direct-to-consumer operations. Most fruitful result of this policy was the long-term arrangement with Alexander Stores, in New York, sponsors of a regular program over WABD.

Looking toward 1947, ABC awaits action on its applications for television in New York, Los Angeles and San Francisco. We have already been granted permission to construct outlets in Chicago and Detroit.

Again the American Television Society favored us with an important award, this time "in recognition of the year's outstanding contribution to the development of television commercially."

Thus fortified, ABC faces the new year optimistically and with the satisfaction that our first concepts of television as a tremendous force for public service have been proved fundamentally sound and economically feasible.

## They Also Served

Organizations which cooperated with ABC in 1946 program field:

American Federation of Labor	Merchant Marine Veteran Foundation
American Institute of Chemical Engineers	National Association for the Advancement of Colored People
American Jewish Conference	National Association of Home Builders
American Legion	National Association of Manufacturers
American Medical Association	National Committee on Atomic Information
American Mother's Committee of the Golden Rule Foundation	National Conference of Christians and Jews
American Negro Music Festival	National Council of American Soviet Friendship
American Red Cross	National Foundation of Infantile Paralysis
Americans United for World Government	National Representation Committee of the Central Suffrage Conference
American Veterans' Committee	National Safety Council
Bishop's Relief Committee	Pan American Union
Boys' Clubs of America	Student Federalists
Boy Scouts of America	United Jewish Appeal
Campfire Girls	United Negro College Fund
Congress of Industrial Organization	United Service to China
Famine Emergency Committee	United States Chamber of Commerce
Federal Council of Churches of Christ in America	United States Employment Service
Foreign Policy Association	United States Treasury Department
General Federation of Women's Clubs In Chicago	Veterans of Foreign Wars
International Circulation Managers Association	Young Men's Christian Association
Jewish Welfare Board	Young Women's Christian Association

# We Point with Pride

The following is a partial list of awards received by ABC, its program personalities and its affiliate stations during 1946.

## George Foster Peabody Radio Awards

"America's Town Meeting of the Air" — the outstanding educational program of 1945." (First repeat winner)

Station KRNT (an ABC affiliate) — for "its forthright and enterprise in sending a newscaster to New Mexico to record the only on-the-scene broadcast of the atomic bomb trial."

Metropolitan Opera and Great Symphonies — "as always grateful for their superb contributions."

## Institute for Education by Radio (Ohio State University)

ABC was the only network to garner first prize in four classifications:

News Interpretation —Raymond Swing

Public Issues —America's Town Meeting of the Air

International Understanding—Raymond Swing

Cultural —Theatre Guild on the Air

## College of the City of New York Second Annual Radio and Business Conference Awards

ABC for "most effective promotion by a national network of a public service program: America's Town Meeting of the Air."

## School Broadcast Conference

First award to McClatchy Broadcasting Company for network promotion of educational programs and educational radio in their radio summer schools.

## Eleventh Annual Radio Poll conducted by Motion Picture Daily

Bing Crosby

Henry Morgan — most promising Star of Tomorrow,  
third best comedian, second best comedy show

Theatre Guild on the Air

Hiroshima

Boston Symphony Orchestra

Breakfast Club

Breakfast in Hollywood

Paul Whiteman

Milton Cross  
Vaughn Monroe  
Harry Wismer

**Women's National Radio Committee**

First award to "America's Town Meeting of the Air" for "social content and implications."

Honorable mentions — "Theatre Guild on the Air"  
Lisa Sergio in "One Woman's Opinion"  
Orson Welles for commentary

**National Headliners Club—Headliner Award**

To Raymond Swing for "his consistently fine work during the past year as exemplified by his atomic bomb series."

**Billboard Magazine's 15th Annual Poll**

Major honors to three ABC programs

First place as outstanding public service — "America's Town Meeting of the Air"

Leading "sweet" band on the air — Guy Lombardo

Second place among dramatic programs — "Theatre Guild on the Air"

**National Council of Teachers of English**

"One of the two best radio programs of 1946" to "America's Town Meeting of the Air"

Others: "Outstanding teaching and writing" — "Theatre Guild on the Air"  
— "Hiroshima"

**Assn. for the Promotion of International Understanding  
(This Month magazine)**

"Outstanding among programs endeavoring to give the nation's listening public good plays and fine acting"—"Theatre Guild on the Air"

**Cleveland Plain Dealer Poll (newspaper)**

"Radio's Favorite Personality" — Bing Crosby

**B'nai B'rith**

"Journalistic award of merit" — Drew Pearson

**American Schools and Colleges Association**

Honorable Mention — "Headline Edition"

### **Milwaukee Journal 16th Annual Radio Popularity Poll**

- Among first ten in news division —Walter Winchell, Drew  
Pearson and Raymond Swing  
First in Band contest —Guy Lombardo  
High in Daytime shows —“Breakfast Club,”  
“Breakfast in Hollywood” and  
“Ladies Be Seated”  
Among first ten in Quiz, Dramatic,—“Quiz Kids,”  
and Concert Polls, respectively “Theatre Guild on the Air,”  
“Boston Symphony Orchestra”

### **The Army-Navy Union Gold Medal**

To Drew Pearson for “his services to returning veterans.”

### **French Legion of Honor**

Presented to Raymond Swing by French Ambassador Henri Bonnet.

### **Youthbuilders Award**

To “America’s Town Meeting of the Air” for “Citizenship Training.”

### **Radio Life Magazine**

Distinguished Achievement Awards to “Theatre Guild on the Air,”  
“Counterspy” and H. R. Baukhage.

### **Sporting News Award**

To Harry Wismer for fourth successive year “as outstanding sports broadcaster.”

### **Michigan State Radio Education Students**

Walter Winchell No. 1 commentator in their third annual poll.

# Advertisers

Allis-Chalmers Manufacturing Company  
American Cyanamid Company  
American Dairy Association  
American Iron & Steel Institute  
American Oil Company  
America's Future, Incorporated  
Armour & Company  
Bekins Van & Storage  
Botany Worsted Mills  
John H. Breck, Inc.  
Bristol-Myers Company  
Brown & Williamson Tobacco Corp.  
Carter Products, Inc.  
Champion Spark Plug Co.  
Christian Science Publishing Society  
The D. L. Clark Co.  
Club Aluminum Products Company  
Communist Party  
Congress of Industrial Organizations  
G. N. Coughlan Co.  
Curtis Publishing Company  
Derby Foods, Inc.  
Equitable Life Assurance Society of the U. S.  
Esquire, Inc.  
Eversharp, Inc.  
H. Fendrich, Inc.  
Fisher Flouring Mills Co.  
Ford Motor Company  
"42" Products, Ltd.  
Foster-Milburn Co.  
Gallenkamp Stores, Inc.  
General Foods Corporation  
General Mills, Inc.  
Germain Seed & Plant Company  
Gillette Safety Razor Company  
The B. F. Goodrich Company  
The Grove Laboratories, Inc.

## Advertisers (*Continued*)

Hall Bros., Inc.  
Harvel Watch Co.  
Hastings Mfg. Company  
The Charles E. Hires Co.  
Hunt Foods, Inc.  
Iodent Chemical Company  
The Andrew Jergens Company  
Kay Daumit  
Kellogg Company  
Kerr Glass Manufacturing Co.  
Knox Company, Inc.  
Lance, Inc.  
Larus & Brother Company, Inc.  
Lear, Incorporated  
The Frank H. Lee Company  
Lehn & Fink Products Corp.  
Lewis Food Company  
Lewis Howe Company  
Libby-McNeil & Libby  
Liberty Magazine, Inc.  
Mail Pouch Tobacco Co.  
Mars, Incorporated  
Masters Mates & Pilots  
Miles Laboratories, Inc.  
Benjamin Moore & Co.  
National Assn. of Mfrs.  
The National Board of Fire Underwriters  
National Industries, Inc.  
Pacific Coast Borax Company  
Dr. Pepper Company  
Peter Paul, Inc.  
Philco Corporation  
Politicals  
Popular Home Products, Inc.  
Prince Matchabelli, Incorporated  
Procter & Gamble Co.  
The Prudential Insurance Company of America  
The Quaker Oats Co.

### Advertisers (*Continued*)

Rainier Brewing Company  
Raymond Laboratories, Inc.  
Safeway Stores, Inc.  
Joseph Schlitz Brewing Co.  
Wm. S. Scull Company  
Sealy Mattress Company  
Seeman Brothers, Inc.  
R. B. Semler, Inc.  
Serutan Co.  
Signal Oil Company  
The Southern Cotton Oil Co.  
Stanley Home Products, Inc.  
Sterling Drug, Inc.  
Sweets Company of America, Inc.  
Swift & Company  
The Texas Company  
Tide Water Associated Oil Company  
Union Pharmaceutical Company, Inc.  
United States Army  
United States Steel Corporation of Delaware  
Universal Match Corp.  
Ward Baking Company  
Washington Co-operative Egg & Poultry Ass'n.  
L. E. Waterman Co.  
Westinghouse Electric Corp.  
Wildroot Co., Inc.  
Williamson Candy Co.  
Wilson Sporting Goods Co.  
William H. Wise & Co., Inc.  
Zukor's, Inc.

# Agencies

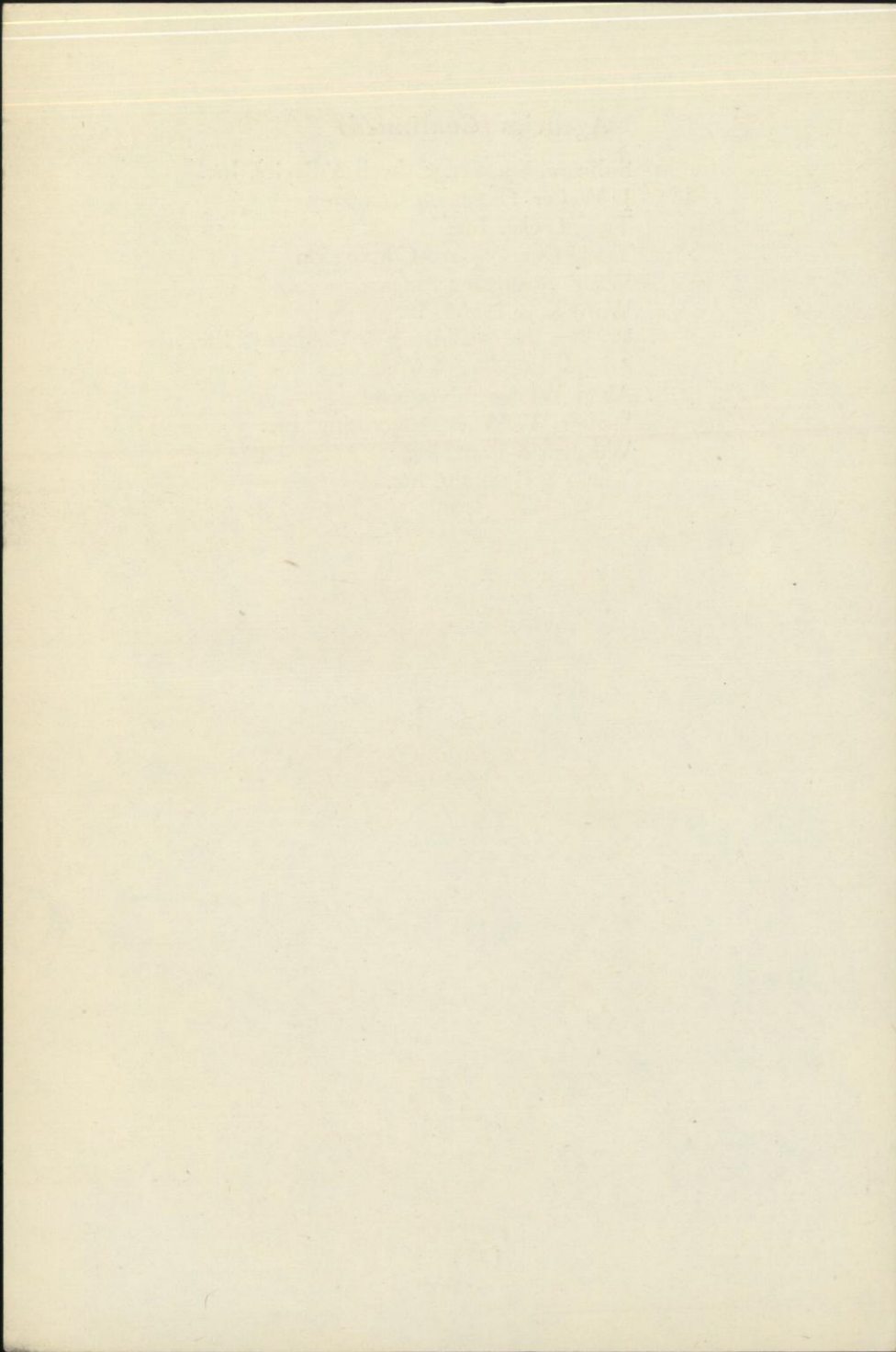
Abbott Kimball Company, Inc.  
Aubrey, Moore & Wallace, Inc.  
N. W. Ayer & Son, Inc.  
John Barnes & Associates  
Batten, Barton, Durstine & Osborn, Inc.  
Benton & Bowles, Inc.  
The Biow Company, Inc.  
The Blaine-Thompson Company, Inc.  
Brisacher & Van Norden & Staff  
Brooks Advertising Agency  
Buchanan & Company  
Campbell-Mithun, Inc.  
Compton Advertising, Inc.  
Dancer-Fitzgerald-Sample, Inc.  
Hugh A. Deadwyler Advertising  
Doherty, Clifford & Shenfield, Inc.  
Donahue & Company, Inc.  
Duane Jones Company  
Roy S. Durstine, Inc.  
Bruce Eldridge Advertising  
Erwin, Wasey & Company  
William Esty & Company, Inc.  
Ewell & Thurber Associates  
Foote, Cone & Belding  
Furman, Feiner & Company, Inc.  
Gahagen, Turnbull & Company, Inc.  
Grant Advertising Company  
Green-Brodie, Inc.  
The M. H. Hackett Co.  
Howard G. Hanvy  
Hazard Advertising Company  
Hill Blackett & Company  
Hixon-O'Donnell Advertising Agency  
Huber Hoge & Sons  
H. B. Humphrey Company  
Hutchins Advertising Company, Inc.  
Ivey & Ellington, Inc.

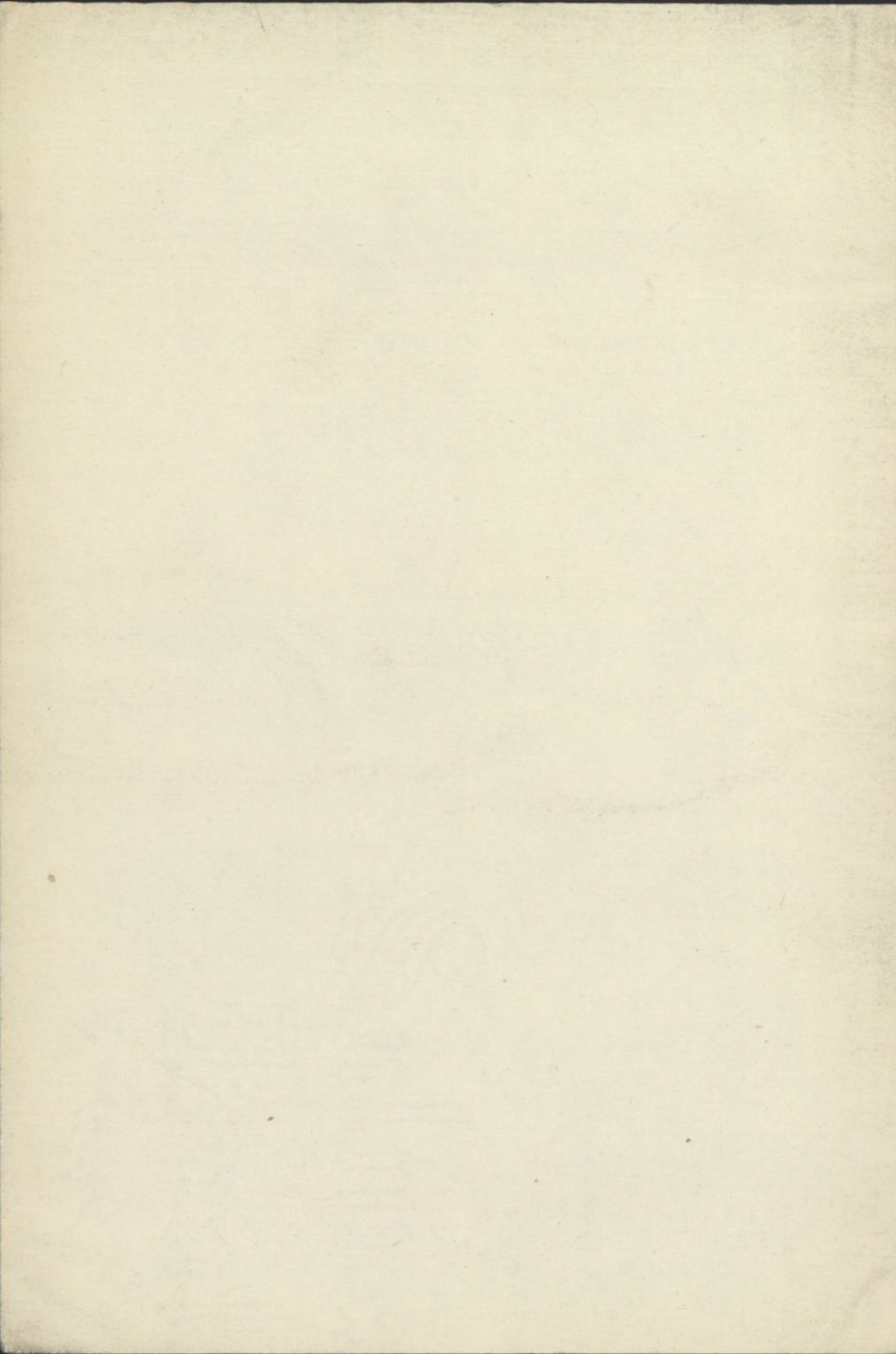
### Agencies (*Continued*)

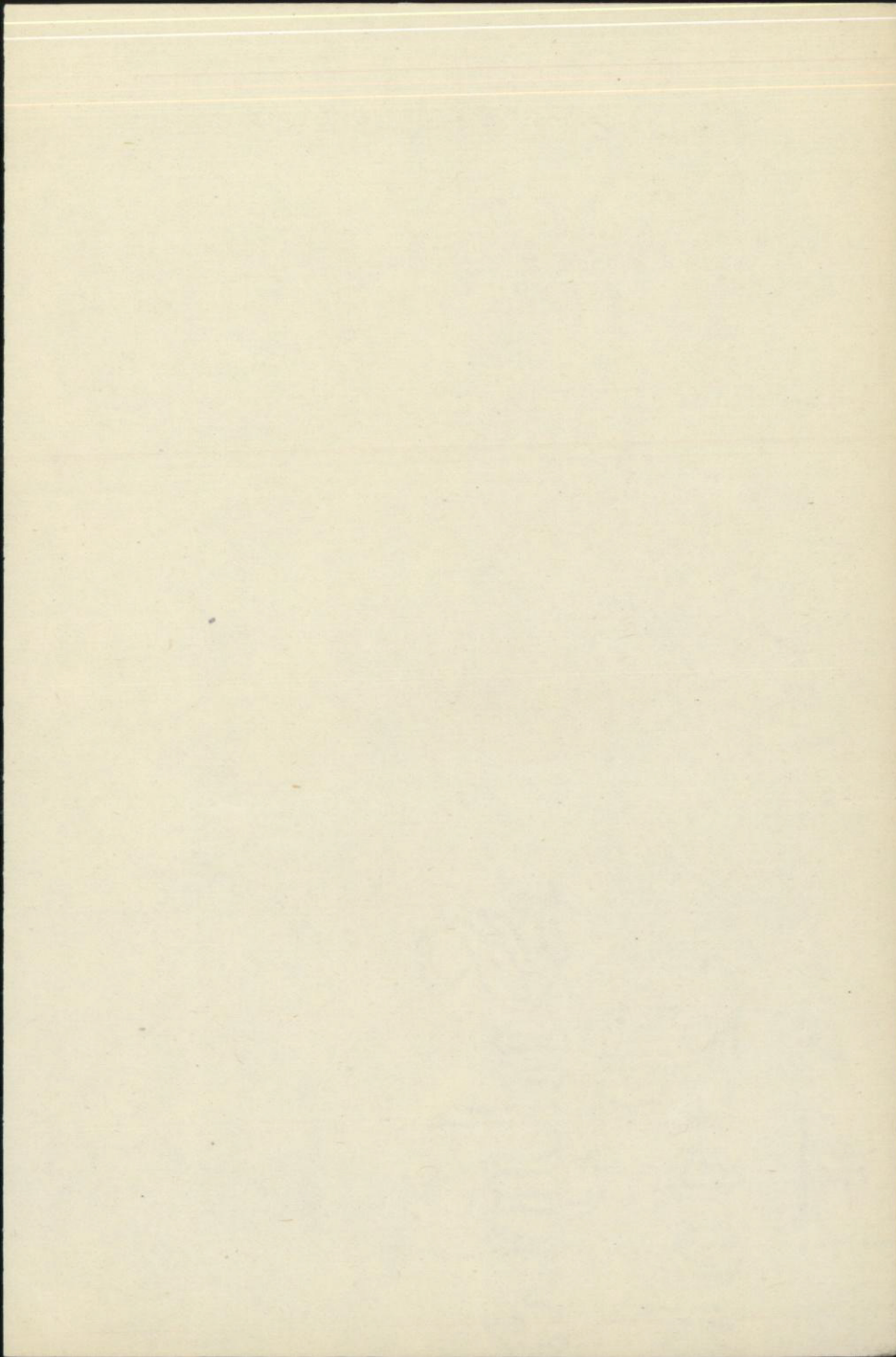
Joseph Katz Company  
Keeling & Company, Inc.  
Kenyon & Eckhardt, Inc.  
Knox, Reeves Advertising, Inc.  
Kudner Agency, Inc.  
La Roche & Ellis, Inc.  
Lennen & Mitchell, Inc.  
A. W. Lewin Company  
Lockwood-Shackleford, Inc.  
Dudley L. Logan Advertising  
George Lynn Advertising Agency  
MacFarland, Aveyard & Company  
MacLaren Advertising Agency  
McCann-Erickson, Inc.  
McJunkin Advertising Company  
McManus, John & Adams, Inc.  
Maxon, Inc.  
Raymond R. Morgan Company  
Morse, International Agency  
Needham, Lewis & Brorby, Inc.  
Robert Orr & Associates  
Pacific National Advertising Agency  
Robert Raisbeck Advertising Agency  
Charles Dallas Reach Company  
Elwood J. Robinson Advertising Agency  
Roche-Williams & Cleary, Inc.  
Ruthrauff & Ryan, Inc.  
St. George's & Keyes  
Schwimmer & Scott, Inc.  
Russel M. Seeds Company  
Charles Sheldon Advertising Agency  
Sherman & Marquette, Inc.  
Alfred J. Silberstein-Bert Goldsmith, Inc.  
Small & Seiffer, Inc.  
Smith, Bull & McCreery, Inc.  
Raymond Spector Co.  
Barton A. Stebbins Advertising Agency  
Street & Finney, Inc.

### ***Agencies (Continued)***

Sullivan, Stauffer, Colwell & Bayles, Inc.  
J. Walter Thompson Company  
Tracy-Locke, Inc.  
Trade Development Corporation  
Wade Advertising Agency  
Warwick & Legler, Inc.  
William H. Weintraub & Company, Inc.  
Adolph Wenland & Associates  
Alvin Wilder Advertising  
Walter W. Wiley Advertising, Inc.  
Wiltman & Pratt, Inc.  
Young & Rubicam, Inc.







## American Broadcasting Company, Inc.

Edward J. Noble —*Chairman, Board of Directors*

Mark Woods —*President*

Robert E. Kintner —*Executive Vice President*

### *Directors:*

Edward J. Noble

Mark Woods

Robert E. Kintner

Earl E. Anderson

Robert H. Hinckley

C. Nicholas Priaulx

Franklin S. Wood

THE AMERICAN BOOK CONCERN  
100 N. 3rd St. New York, N.Y.  
100 N. 3rd St. New York, N.Y.  
100 N. 3rd St. New York, N.Y.

100 N. 3rd St.  
New York, N.Y.  
100 N. 3rd St.  
New York, N.Y.  
100 N. 3rd St.  
New York, N.Y.